

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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New C&TR Publication Lists 1,029 Canned Food Products

The Almost Complete Canner, a cartoon-illustrated listing of 1,029 canned food items, has been prepared for food editors and writers by Dudley-Anderson-Yutzy, N.C.A.'s Consumer and Trade Relations counsel, as part of a new series of educational mailings planned to dramatize the virtues of canned products and continually retell the story of the industry's accomplishments.

One copy each was supplied also to N.C.A. members, with a covering letter from Executive Secretary Carlos Campbell explaining that the purpose of *The Almost Complete Canner* is to "maintain the interest of food editors and writers in canned foods and at the same time inform them of the tremendous variety of foods packed by the canning industry to assist consumers in providing versatile menus from convenient built-in maid service foods. As a supplement to *The ABC's of Canned Foods* it will be both impressive and educational."

Text of the alphabetical listing was prepared in verse by writers on the D.A.Y. staff who also drafted the compilation of the 1,029 items from various published lists of canned foods, including those appearing in N.C.A. publications and reports. The compilation was checked by the Research Laboratory staff as to qualification of each item under the "heat-sterilized, hermetically sealed" definition of canned foods, and as to availability by the Consumer Service Division staff. The Information Division assisted in general editing and planning of format.

The publication, along with an explanatory letter from Katherine R. Smith, Director of the Consumer Service Division, has been placed in the hands of nearly 1,500 editors and writers of national magazines, farm publications, special interest magazines, press syndicates, newspapers, Sunday supplements, extension home economists, radio and television food broadcasters, home economists and teachers, as well as to the food trade journals, along with a descriptive press release.

House Passes USDA Appropriation Bill, Providing Funds for Poultry Inspection, Production Research, School Lunch

The House on April 1 passed and sent to the Senate a bill, H. R. 11767, making appropriations for the USDA for fiscal year 1959.

The bill provides direct annual appropriations of \$1,456,588,653 for the regular activities of the Department. This amount is \$152,390,195 less than funds provided for the current fiscal year and is a reduction of \$103,900,000 from the budget estimate.

The major reduction from appropriations for the current year is a cut of \$270 million for the acreage reserve program. Many of the other changes from 1958 appropriations are increases.

The reduction from the budget request is largely accounted for by a cut of \$100 million for the conservation reserve.

POULTRY INSPECTION

Principal debate in the House concerned the recommendation of the House Appropriations Committee for consolidation of the meat inspection service with the new poultry inspection service.

Campaign to Promote 'Perfect Shipping'

The N.C.A. is cooperating with the Association of American Railroads in calling attention to the responsibility of the individual shipper in helping to promote "perfect shipping" every day.

Mailed with this issue of the *INFORMATION LETTER* are copies of the March-April issue of "Perfect Shipping News" published by the A.A.R.'s Freight Loss and Damage Prevention Section. This issue is devoted exclusively to perfect shipping activities of rail carriers and industry, and contains numerous suggestions on how to assure safe loading, careful handling, and delivery without loss or damage.

In its report on the bill the Committee provided \$7 million for administration of the Poultry Products Inspection Act, but the Committee indicated that these funds would be available to the Agricultural Research Service, which administers the meat inspection program, rather than to the Agricultural Marketing Service, which administers the poultry inspection program, with the comment that the two services should be consolidated into one operation.

Representative Whitten (Miss.), chairman of the House Agricultural Appropriations Subcommittee, was questioned on the floor of the House by a number of Congressmen on the meaning of the Committee recommendation, and he satisfied members of the House by reading a prepared statement which said, in part:

"The committee, in consolidating the funds for meat inspection, did not intend to thereby place poultry inspection under the Agricultural Research Service. Such action was taken in order to prevent the establishing of two sets of supervisors and offices in the same general field, since such action would result in needless expenditure of funds. The committee did not intend to place poultry inspection under meat inspection, but only to assure that the two activities were properly coordinated.

"... In any consolidation the differences existing between the poultry industry and the red meat industry should be kept in mind, and in the inspection proper, poultry inspection should be by those inspectors who have been especially trained for that work."

AGRICULTURAL RESEARCH SERVICE

The bill provides \$155,106,598 for the Agricultural Research to carry on its activities in production and utilization research, plant and animal disease and pest control, and meat inspection, and for USDA activities at the state experiment stations.

Research funds for the USDA have been increased over 77 percent since 1952, the Committee pointed out. The bill provides \$58,444,890 for research,

representing an actual increase of \$2.3 million over the current year. Some \$20 million is provided for utilization research.

With respect to production research, the Committee report said that many urgent production research problems not included in the 1959 budget were brought to the Committee's attention. Among those which the USDA was requested by the Committee to give special attention were more study on the "cold hardiness" problems facing fruit growers in Florida, Texas and California (see INFORMATION LETTER of March 15, page 109) and research on pear decline, for which \$12,500 was earmarked by the Committee, with the comment that "the pear industry itself has made available funds in the neighborhood of \$55,000 in the search for a cure."

Industrial uses—The staff of the House Appropriations Committee made a study during the past recess of Congress of the proposals of the President's Commission on Increased Industrial Use of Agricultural Products, and the Committee report contains the following recommendation for work in this field:

"The Committee believes that the best way to increase the use of agricultural products would be for the President's Commission to review research work now under way and recommend changes which would strengthen the existing research programs of the Department. In the opinion of the Committee, the most effective way to increase the use of agricultural products is to gradually expand the utilization research programs of the Department on a sound and efficient basis. It believes that the creation of an additional research agency would inevitably result in duplication of effort. It further believes that a sudden three-fold expansion of the program [as recommended by the Commission] would create a great deal of waste and confusion."

AGRICULTURAL MARKETING SERVICE

The bill provides \$129,352,000 for the Agricultural Marketing Service, of which \$100 million is for Section 6 purchases under the National School Lunch Act. The total for the AMS is less than appropriations for the current year because of the budgetary transfer of funds for the poultry inspection program to the ARS.

Marketing research and service—The bill provides a total of \$28,192,000 to the AMS for its marketing research, crop and livestock estimates,

inspection and standardization, marketing agreements and orders, and other activities. This is the same amount as expenditures during the current fiscal year.

School lunch program—The \$100 million provided for Section 6 purchases is the same amount authorized for the fiscal years 1957 and 1958. In addition, the Committee included language in the bill to transfer \$55 million from Section 32 funds to Section 6 "to assure a more adequate supply of foods for school lunches." The Committee said, in part:

"In the use of these additional funds, attention should be given to the purposes intended by the legislation establishing the Section 32 program, i.e., the purchase of temporary surpluses which may have a depressing effect on the market.

"This program continues to grow each year. The number of schools participating, the number of school children receiving lunches, and the number of meals served in 1957 were at an all-time high. Further expansion is expected during the coming fiscal year. . . .

"The use of Section 32 commodities has been encouraged in the past because of the need for such commodities in the school lunch program and because of the importance of action by the Department to purchase small quantities of temporary surpluses to prevent market drops. In the past few years the Committee has been disappointed by the failure of the Department to use this fund for the purposes for which intended."

Packers and Stockyards Act—The Committee earmarked \$125,000 "to provide more effective administration of the Packers and Stockyards Act" and commented in its report that a "better job" of enforcement needs to be done.

FOREIGN AGRICULTURAL SERVICE

The bill provides \$4,002,300 for the Foreign Agricultural Service, the same amount as appropriations for the current year. The Committee said that the FAS has done an "excellent job" in recent years. The report explains:

"It has established an effective agricultural attache service, with particular attention to the development of expanded foreign markets for American agricultural products. In addition, under separate funds established by this Committee several years ago, it has developed a more effective program for obtaining statistics and information on foreign

agricultural production and competitive sales in world markets and has made such information available to those who need it."

The Committee stated that the FAS' "principal reason for existence is to stimulate the export of United States agricultural commodities through competitive sales for dollars."

SOIL BANK

The House Appropriations Committee questioned the value of the Soil Bank program for either diversion of cropland or conservation. Most of the land placed in the Conservation Reserve is marginal land which has never been productive, the Committee said, and the cost of the program would conceivably commit the Congress for \$5 or \$6 billion, "as much as the cost of the price support program since its inception in 1932. The cost of the Conservation Reserve and Acreage Reserve together for fiscal years 1957 and 1958 was placed at \$1.3 billion, "more than the cost of the price support program for the first 15 years of its existence."

USDA ECONOMICS

The report of the House Appropriations Committee contains a series of economic data with respect to farm income and a number of opinions on agricultural policy.

In opposing the movement of small farmers off the farm, the Committee said that "it is probable that land released from small farms would be added to larger producing units which, being more efficient, would increase production on that land and thereby further increase surpluses."

USDA appropriations have increased from \$796 million in fiscal year 1952 to \$1,729 million in fiscal year 1958, and the number of employees in the Department has increased over this period from 67,406 to 85,107.

Price supports on many agricultural commodities were reduced from 1952 to 1957 an average of 20 percent, and the economic status of the farmer has been lowered during this period in direct ratio to the reduction in price support levels, the Committee said.

Following are USDA figures on net income from farming:

	1952	1957
	(billions)	(billions)
Cash receipts from marketings.....	\$32.6	\$30.0
Federal payments to farmers.....	.3	1.0
Non-cash income to farmers.....	2.0	3.4
Gross income from farming.....	30.8	34.4
Production expenses.....	-22.5	-22.9
Net income from farming.....	14.3	11.5

Acreage of Potatoes

USDA has issued a public statement cautioning potato growers who produce potatoes for late summer and fall harvest to review and revise their acreage plans so as to avoid marketing and price difficulties next fall and winter.

The 1958 intentions-to-plant report indicates that growers in certain key states are proposing to plant acreage substantially in excess of the USDA acreage-marketing guides. USDA suggests that high prices being received now may lead to an excessive acreage for the coming season.

The USDA statement also says:

"Growers of fall-harvested potatoes have produced a surplus each year for the past several years and have received low prices for their crop during most of their marketing period. USDA has assisted growers during these years by making payments for diversion of low-grade potatoes to livestock feed use and to the manufacture of starch and flour. Government expenditures during the past three years under this program have exceeded \$10 million.

"This type of assistance to potato growers cannot continue without growers and the industry taking positive steps to help themselves," Secretary Benson declared. "The basic step in self-help is the planting of an acreage that will produce a crop within the capacity of markets to absorb. The potato industry is on weak ground when it seeks surplus-removal and price assistance from the Department while overplanting the acreage-marketing guides."

Farm Article Distributed

Copies of the reprint of an article from *Reader's Digest* and the press release of a speech by N.C.A. President E. E. Burns, quoting from the article, were mailed this week to Association members and state secretaries.

The article opposes legislation of farm income through price supports and urges that farmers be permitted free choice of their individual production and marketing operations.

Mr. Burns quoted from the article in his address before the Annual Membership Conference of the Northwest Cannery and Freezers Association, March 29, at Gearhart, Ore., as reported in last week's *INFORMATION LETTER*.

Agricultural Prices

The index of prices received by farmers increased 4 percent (11 points) during the month ended in mid-March, the sharpest increase for any month since February of 1951, according to the USDA.

Nearly all commodities joined in the rise, USDA reported, but most important were continued higher prices for meat animals, which rose for the fifth consecutive month. Also contributing substantially to the increase were higher prices for potatoes, up 33 percent during the month; fruit, 14 percent above February but 4 percent below March of last year; and eggs.

The index of prices received for fresh market vegetables was up 5 percent over February and, at 396 percent of the 1910-14 average, was at an all-time high, 57 percent above March of last year. Prices were higher for lettuce, tomatoes, and onions, but significantly lower than in February for cabbage, green peppers, sweet corn, and celery.

The over-all index of prices received, at 263 percent of the 1910-14 average, was 11 percent above a year earlier and at its highest level since May, 1953.

The index of prices paid by farmers rose 1 percent to 304, another all-time high. Higher prices for family living and farm production goods were about equally responsible for the rise over mid-February. The March index was 3 percent higher than a year earlier.

With farm product prices rising more rapidly than prices paid, the parity ratio advanced to 87, the highest since April, 1955. The parity ratio was up 5 percent over February and 7 percent over March of last year.

Price Support for Corn

USDA has announced an "advance" minimum average support price on 1958-crop corn at \$1.36 a bushel, reflecting 77 percent of the parity price for corn as of April 15.

This minimum support price will not be reduced but may be increased if a combination of the corn parity price as of October 1 and corn supply relationships of that date indicate a higher support price.

The support rates in the noncommercial area will be 75 percent of the rates in the commercial area.

Meeting of N.C.A. Directors, Council, and Committees

The midyear meeting of the N.C.A. Board of Directors, Administrative Council, and selected committees will be held at the Sheraton-Park Hotel, Washington, D. C., May 22-23.

N.C.A. will make hotel reservations for those who request them. Requests should be addressed to Mrs. Betty Dulin, National Cannery Association, 1133 20th St., N. W., Washington 6, D. C.

Fire Ant Quarantine

The Agricultural Research Service of USDA has issued a regulation establishing a quarantine in eight southern states because of infestations of the imported fire ant.

Articles subject to regulation when moved interstate from the regulated area include soil and plants with soil attached. The regulated area comprises 92 counties and parishes and parts of 49 additional counties and parishes in Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, South Carolina, and Texas.

Imposition of the quarantine was proposed by the ARS last fall and the application of the proposal to the shipment of tomato transplants was discussed at a USDA hearing in Memphis (see *INFORMATION LETTER* of Nov. 23, 1957, page 344).

Text of the quarantine regulation is scheduled for publication in the *Federal Register* of April 5. The regulation is to be effective May 6.

MSSA Requirements for Canned Asparagus

Tentative requirements for canned asparagus from the 1958 pack to meet the needs of the armed forces were announced March 27 by the Military Subsistence Supply Agency, 226 W. Jackson Blvd., Chicago 6, Ill. Procurement will be made by the Oakland Military Subsistence Market Center, Alameda, Calif.

The requirements are for 2,413,000 pounds of canned asparagus of U. S. Grade A (Fancy), style I(a), sizes small, medium and large or combinations thereof, in No. 300 cans. This is the equivalent of 110,994 cases.

Everywoman's Magazine

The April food feature in *Everywoman's Magazine*, a store-distributed publication, was an article by Doris Moore, food editor, which ran to six pages of menus suggesting the use of 29 canned foods in a total of 34 mentions.

Miss Moore chose the theme, "One Dozen Little-To-Do Dinners for Much-Ado Days" and made the following suggestion to her readers: "What can you do when your day's so full of cleaning, gardening, sewing and all the busy-ness of spring, and there's scarcely time even to think about dinner? Why, whip up one of the jiffy dinners on the next six pages... and sit back for family compliments-to-the-chef." Following are the canned items recommended: fruit cocktail, pimientos, Chinese noodles, pineapple, carrots, corn, crabapples, grapefruit sections, mandarin orange sections, cream of mushroom soup, French fried onion rings, tomato aspic, peaches, potatoes, fruits for salad, green beans, green grapes, tomato soup, crab meat, evaporated milk, cherry pie filling, apples, sweet potatoes, chocolate syrup, gravy, pea soup, apricots, tuna, date and nut bread.

Everywoman's Magazine reaches nearly 2 million households across the Nation, through check-out-counter pick up in 5,439 stores of 125 chain organizations.

N.C.A. mailed a descriptive bulletin about the feature to the members and others on the C.&T.R. mailing list, along with a list of the stores that distributed the magazine.

N.C.A. Research Program

The research program of the N.C.A.'s three laboratories was described by Dr. Ira I. Somers, Director of the Research Laboratories, at meetings of local canner groups last week.

The N.C.A. program was described first at a conference of plant managers, superintendents and foremen at Buffalo, N. Y., March 25. The conference was arranged by the New York State Canners and Freezers Association and was the fourth in a series which have been held in alternate years.

On the same program James W. Bell of the N.C.A. Washington Laboratory staff gave an illustrated talk on important features of plant sanitation.

Dr. Somers again explained the N.C.A. research program at the spring meeting of the Wisconsin Canners Association in Madison March 26.

At the spring meeting of the Indiana Canners Association Dr. Somers appeared on a program of technical topics, speaking on the problem of keeping extraneous matter out of canned foods. This subject, he indicated, is one that will be emphasized in the Sanitation and Processing Conferences to be held in that area by Laboratory personnel later in the season.

Conferences on Sanitation and Processing Problems

The N.C.A. Washington Research Laboratory will hold a series of conferences in Indiana and Ohio in July on "Sanitation and Processing Problems." These conferences will duplicate the series to be held in the Tri-State area later this month. Dates and locations of the Indiana and Ohio conferences are being arranged and will be announced.

In order that arrangements for the conferences in the Tri-State area April 15, 16 and 17 may be completed, it is essential that canners notify the Washington Laboratory immediately how many persons from each firm plan to attend and at which location.

Forthcoming Meetings

- April 11—Canners Conference, University of California, Davis
- April 11—Ohio Canners Association, Annual Spring Meeting, Barr Hotel, Lima
- April 11—National Pickle Packers Association, Spring Meeting, The Drake Hotel, Chicago
- April 15-17—NATIONAL CANNERS ASSOCIATION, Tri-State Packers Association and New Jersey Canners Association, Technical Conferences on Sanitation and Processing Problems, Fruitland, Md., Bridgeton, N. J., and Baltimore
- April 20-22—U. S. Wholesale Grocers Association, Grocery Distribution Exposition, Kiel Auditorium, St. Louis
- April 20-23—National Fisheries Institute, Annual Convention, Sheraton-Palace, San Francisco
- April 25-26—Institute of Sanitation Management, 1st annual Regional Conference, C & H Sugar Refining Corp., Crockett, Calif.
- April 27-30—Chamber of Commerce of the U. S., 46th Annual Meeting, Washington, D. C.
- May 5-7—Purdue Industrial Waste Conference, Purdue Memorial Union Bldg., Lafayette, Ind.
- May 5-9—National Restaurant Association, 39th Annual Convention and Exposition, Chicago
- May 7—National Institutional Wholesale Grocers Association, Meeting, LaSalle Hotel, Chicago
- May 11-14—Processed Apples Institute, 7th Annual Meeting, Seaview Country Club, Absecon, N. J.
- May 22-23—NATIONAL CANNERS ASSOCIATION, Spring Meeting of Board of Directors, Sheraton-Park Hotel, Washington, D. C.
- May 25-28—Super Market Institute, 21st Annual Convention, Atlantic City, N. J.
- June 5-9—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City
- June 5-12—National Association of Retail Grocers, 59th Annual Convention, New York
- June 12-13—California Olive Association, Annual Technical Conference, Casa Munras, Monterey

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